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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
UTILITY PATENT APPLICATION TRANSMITTAL UNDER 37 CFR 1.53(b)**

Address to:

Attorney Docket No.

12031/1

Assistant Commissioner for Patents

Inventor(s)

Ari ROSENBERG

Box Patent Application

Express Mail Label No.

EL566656630US

Washington, DC 20231

Total Pages

40

Title of Application:

**SYSTEM AND METHOD FOR THE PRESENTATION OF ADVERTISEMENTS**

Transmitted with the patent application are the following:

- 2 Page(s) Transmittal form (and one copy)  
30 Page(s) Cover Page (1), Specification (21), claims (7), abstract (1)  
5 Page(s) Informal drawing  
3 Page(s) Declaration and Power of Attorney (signed)  
 Page(s) Recordation of Assignment and Assignment form  
 Page(s) Information Disclosure Statement (IDS) (copies of citations not included in number of pages)  
 Page(s) Certified copy of:

This application is a Continuation / Continuation-in-Part / Divisional of prior application Serial No.           , filed           .

Fee calculation for SMALL entity:

	No. Filed	No. Allowed	No. Extra	Rate	Fee
<b>Basic Fee</b>					\$355.00
<b>Total Claims</b>	27	20	7	× 9.00	\$63.00
<b>Independent Claims</b>	6	3	3	× 40.00	\$120.00
<b>Multiple Dependent Claim</b>				+ 260.00	
				<b>Assignment</b>	
				<b>Total</b>	\$538.00

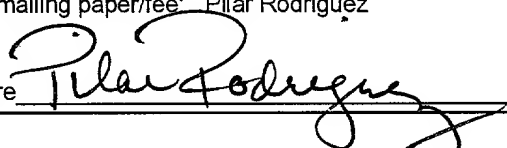
The Commissioner is hereby authorized to charge payment of any fees associated with this communication or arising during the pendency of this application per 37 CFR §1.16-1.21, or to credit any overpayments, to Deposit Account 11-0600.

**Express Mail Certificate**

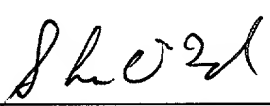
I hereby certify that the above paper/fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated below and is addressed to the Assistant Commissioner for Patents, Washington, DC 20231

Date of deposit: **April 30, 2001**Person mailing paper/fee: **Pilar Rodriguez**

Signature



Respectfully submitted,



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